

Message Text

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ACTION EB-11

INFO OCT-01 EUR-25 ISO-00 USIA-15 TRSE-00 FRB-02 OMB-01

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DRC-01 /094 W

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R 121844Z OCT 73

FM AMEMBASSY BONN

TO USMISSION BERLIN

AMCONSUL BREMEN

AMCONSUL DUSSELDORF

AMCONSUL FRANKFURT

AMCONSUL HAMBURG

AMCONSUL MUNICH

AMCONSUL STUTTGART

INFO SECSTATE WASHDC 8017

USDOC WASHDC

AMEMBASSY VIENNA

UNCLAS SECTION 1 OF 2 BONN 14848

VIENNA FOR BARDACH, MARTIN AND DIETZ

E.O. 11652: N/A

TAGS: BEXP, GW

SUBJECT: AGENDA FOR COMMERCIAL CONFERENCE BERCHTESGADEN,
OCTOBER 23 AND 24, 1973

REF: BONN 13629

1. THE AGENDA OUTLINED BELOW IS DIVIDED INTO FOUR MAJOR TIME SEGMENTS, EACH DEVOTED TO A SINGLE THEME ENCOMPASSING A NUMBER OF RELATED TOPICS. BY MEANS OF THIS APPROACH WE HOPE TO AVOID THE INFLEXIBILITY THAT COMES WITH ASSIGNING A GIVEN PERIOD OF TIME TO EACH TOPIC, AND TO PERMIT THE CONFERENCE ITSELF TO DECIDE HOW MUCH TIME SHOULD BE DEVOTED TO EACH TOPIC. WE WILL, HOWEVER, TRY TO COVER EVERY TOPIC WITHIN EACH TIME SEGMENT, SO THAT ALL AGENDA ITEMS SUGGESTED BY THE POSTS ARE DISCUSSED.

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2. FROM THE AGENDA IT WILL BE NOTED THAT DURING THE AFTERNOON OF THE FIRST DAY, WE HAVE TENTATIVELY SCHEDULED AN ELECTRONIC DIALOGUE. USIS IN BONN HAS PROPOSED THAT WE TAKE THE OPPORTUNITY AT OUR CONFERENCE TO SPEAK VIA TELEPHONE WITH RANKING INDIVIDUALS IN STATE AND COMMERCE WHO PLAY KEY ROLES IN OUR EXPORT EXPANSION PROGRAM. WE HAVE ACCEPTED USIS SUGGESTION, AND WILL REQUEST THAT DEPUTY ASSISTANT SECRETARIES VAN GESSEL AND SEARBY SPEAK WITH US. IF THEY (OR THEIR ALTERNATES) AGREE TO DO SO, USIS IS PREPARED TO PROVIDE US WITH ELECTRONIC FACILITIES AT THE CONFERENCE TO ENABLE US TO LISTEN TO THEIR REMARKS AND TO DISCUSS QUESTIONS WITH THEM. WE EXPECT THAT SUCH AN ED WOULD PROVIDE AN INTERESTING AND USEFUL INSIGHT INTO THE LATEST DEVELOPMENTS IN THE COMMERCIAL PROGRAM AS SEEN FROM THE WASHINGTON PERSPECTIVE.

3. SEGMENT I: RECENT CHANGES AFFECTING THE EXPORT EXPANSION PROGRAM

MORNING (8:30 A.M. - 1 P.M.), TUESDAY, OCTOBER 23

A. EFFECTS OF CURRENCY REALIGNMENT: POSTS ARE ASKED TO REPORT BRIEFLY THEIR VIEWS ON THE IMPACT OF DEVALUATION ON THEIR ASSIGNED INDUSTRIES. BONN WILL REPORT ON CONSUMER GOODS. BONN WILL ALSO DISCUSS THE MARKET RESEARCH PROJECT NOW BEING UNDERTAKEN ON THIS SUBJECT. WE MAY ALSO HAVE AT THE CONFERENCE A REPRESENTATIVE OF THE FIRM THAT IS DOING THE RESEARCH, INTERPLAN, TO BRIEF US ON THE TECHNIQUES BEING USED IN CONDUCTING THE RESEARCH.

B. EXIMBANK FINANCING: GEORGE DIETZ, EXIM'S EUROPEAN REPRESENTATIVE, WILL GIVE A SHORT PRESENTATION ON THE BANK'S LATEST INITIATIVES FOLLOWED BY 15-20 MINUTES OF QUESTIONS AND DISCUSSIONS.

C. REVERSE INVESTMENT ACTIVITIES: BONN WILL PROVIDE AN UPDATING OF ACTIVITIES IN THIS FIELD. OTHER POSTS ARE INVITED TO GIVE THEIR VIEWS.

D. EAST-WEST TRADE DEVELOPMENTS: HENRY BARDACH, ECON/COMMERCIAL COUNSELOR IN VIENNA, AND DOUG MARTIN, THE DIRECTOR OF THE NEW EAST-WEST TRADE CENTER IN VIENNA, WILL BE GUESTS AT OUR CONFERENCE. MARTIN WILL OUTLINE THE CENTER'S PURPOSES AND AC-UNCLASSIFIED

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TIVITIES. FELIX BLOCH OF BERLIN WILL ALSO BRIEF US ON PROMOTING TRADE WITH THE DDR.

4. SEGMENT II: NEW DIRECTIONS FOR THE COMMERCIAL PROGRAM IN GERMANY

AFTERNOON (2:00 P.M. - 6:00 P.M.), TUESDAY, OCTOBER 23

A. POST INITIATIVE SHOW PROMOTIONS: IT IS BECOMING INCREASINGLY CLEAR THAT COMMERCE FUNDS FOR TRADE SHOW PARTICIPATION IN

GERMANY AND OTHER EUROPEAN COUNTRIES ARE BEING REDUCED DESPITE UNPRECEDENTED EXPORT OPPORTUNITIES RESULTING FROM THE DOLLAR DEVALUATION. ONE ANSWER TO THIS PROBLEM IS FOR GERMAN POSTS TO ASSIST US FIRMS TO PARTICIPATE IN IMPORTANT GERMAN TRADE SHOWS WITHOUT THE USE OF COMMERCE FUNDS. SUCH TYPE II SHOWS HAVE BEEN SUCCESSFULLY ARRANGED IN OTHER COUNTRIES, AND MOST RECENTLY BERLIN AND BONN HAVE ASSISTED THE BERLIN FAIR AUTHORITIES IN HAVING AN AMERICAN MINI-SHOW AT THE BERLIN IMPORT

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USDOC WASHDC

AMEMBASSY VIENNA

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VIENNA FOR BARDACH, MARTIN AND DIETZ

FAIR. BONN WILL PRESENT A PAPER ON THIS SUBJECT, BERLIN WILL REPORT ON THE RESULTS OF THE SHOW, AND ALL POSTS ARE INVITED TO PRESENT THEIR VIEWS ON THIS MATTER.

B. USE OF THE TELEX NETWORK: ALL POSTS NOW HAVE OR SHORTLY WILL HAVE TELEX FACILITIES AT THEIR DISPOSAL FOR COMMERCIAL PURPOSES. HOW CAN WE BETTER USE THIS IMPORTANT RESOURCE TO

IMPROVE OUR COMMERCIAL OPERATIONS IN GERMANY? STUTTGART IS ASKED TO LEAD THE DISCUSSION ON THIS SUBJECT AND, IF POSSIBLE, PREPARE A BRIEF PAPER OUTLINING THE CONTRIBUTION THAT THE TELEX SYSTEM CAN MAKE.

C. ELECTRONIC DIALOGUE: (SEE PARA. 2 ABOVE)

D. SATELLITE TRADE CENTERS: CONSIDERATION IS BEING GIVEN
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TO THE POSSIBILITY OF ESTABLISHING SATELLITE OR REGIONAL TRADE CENTERS IN GERMANY. FRANKFURT, DUESSELDORF AND HAMBURG MAY WISH TO OUTLINE THEIR VIEWS ON THIS SUBJECT.

E. INCOMING TRADE MISSIONS: DISCUSSION OF THIS NEW INITIATIVE TO BRING FOREIGN BUSINESSMEN TO THE UNITED STATES WOULD BE HELPFUL IN FORMULATING A CONSOLIDATED REPLY TO THE DEPARTMENT'S AIRGRAM A-6967.

5. SEGMENT III: STATUS OF ONGOING PROGRAMS IN GERMANY
MORNING (8:30 A.M. - 11:00 A.M.), WEDNESDAY, OCTOBER 24

A. COMMERCIAL CALL PROGRAM: POSTS ARE ASKED TO DISCUSS EFFORTS TO INCREASE THE NUMBER OF OUT-OF-OFFICE CALLS TO MEET THE DEMAND FOR MORE AND HIGHER QUALITY TRADE OPPORTUNITIES TO SERVE AMERICAN SUBSCRIBERS TO THE TOP. DUESSELDORF AND FRANKFURT ARE ASKED TO OUTLINE THEIR EXPERIENCE WITH A MORE SYSTEMATIC APPROACH TO THE CALL PROGRAM. BONN WILL DISCUSS THE USE OF THE PIR FORM. POSTS MAY ALSO WISH TO DISCUSS KEY PROSPECT CALLS RELATING BOTH TO TRADE FAIR PROMOTIONS AND TRADE CENTER SHOWS.

B. COINS PROGRAM: BONN WILL OUTLINE PROGRESS BEING MADE IN THE EDP FIELD.

C. MARKET RESEARCH: BONN WILL LEAD DISCUSSION ON LATEST MARKET RESEARCH DEVELOPMENTS. BREMEN MAY WISH TO COMMENT ON THE POSSIBILITIES OF POST-INITIATED MARKET RESEARCH AND PRE-CHECKING OF TRADE LISTS WITH POSTS HAVING INDUSTRY RESPONSIBILITY PRIOR TO SUBMISSION TO COMMERCE.

D. STATUS OF TRADE CENTER OPERATIONS: FRANKFURT WILL LEAD DISCUSSION.

6. SEGMENT IV: ADMINISTRATIVE AND MISCELLANEOUS MATTERS
MORNING - EARLY AFTERNOON (11:15 A.M. - 1:30 P.M.),
WEDNESDAY, OCTOBER 24

A. POSTS ARE FREE TO RAISE ANY ADMINISTRATIVE OR OPERATIONAL MATTERS THEY WISH INCLUDING PROSPECTS FOR ADDITIONAL PER-

SONNEL, TRAVEL AND REPRESENTATION FUNDS, EXPORT CONTROL PROBLEMS,
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COOPERATION WITH STATE AGENCIES IN EUROPE ON TRADE OPPOR-
TUNITIES, ETC.
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